

# Mission Statement: Impact Sprint

## PROMPT 01: AREA OF IMPACT

**Question:** What is your organization improving or reducing?

**Response:** The problem we want to address is \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PROMPT 02: TARGET BENEFICIARY

**Question:** Who is most impacted by your work?

**Response:** Our organization will strive to serve \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

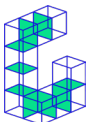
## PROMPT 03: IMPACT METRIC

**Question:** How can your organization measure its impact?

**Response:** We'll keep track of our progress by measuring \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Mission Statement: Value Proposition Sprint

## PROMPT 01: PRODUCT – MARKET FIT

**Question:** Remember the target beneficiary you identified in Sprint 01. What is their greatest need that you are addressing?

**Response:** Our organization helps \_\_\_\_\_ achieve their greatest need which is \_\_\_\_\_

## PROMPT 02: INTERNAL INCENTIVE

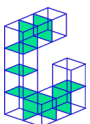
**Question:** What value could this create for your organization?

**Response:** In doing so, our organization creates value for ourselves through \_\_\_\_\_

## PROMPT 03: BUSINESS MODEL FIT

**Question:** How does this align with your organization's values?

**Response:** This aligns with our organization's values because \_\_\_\_\_



# Mission Statement: Internal Expertise

## PROMPT 01: NEEDED EXPERTISE

**Question:** What kind of internal expertise will you need to achieve the impact?

**Response:** To accomplish this goal, our organization must have a team, including \_\_\_\_\_

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## PROMPT 02: HIRING FUEL

**Question:** How can we find and attract this expertise?

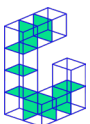
**Response:** We will attract this talent by \_\_\_\_\_

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# Mission Statement: External Expertise

## PROMPT 01: POTENTIAL PARTNER

**Question:** What partners can your organization align with to accelerate the impact?

**Response:** Externally, our organization can collaborate with

\_\_\_\_\_ to scale impact by \_\_\_\_\_

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## PROMPT 02: MUTUAL BENEFIT

**Question:** In what ways could this partnership be mutually beneficial?

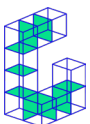
**Response:** This is mutually beneficial, as we will share the benefits, including \_\_\_\_\_

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# Mission Statement: Sustainability

## PROMPT 01: KEY ASSETS

**Question:** What are the top three assets we need for this idea to succeed (e.g. money, knowledge, technical support, etc.)?

**Response:** In order to succeed meeting its goal, our organization needs \_\_\_\_\_

\_\_\_\_\_

## PROMPT 02: POTENTIAL SUPPORTTERS

**Question:** Who could provide these assets (customers, donors, etc.)?

**Response:** Our organization may gain support from \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PROMPT 03: MARKET OPPORTUNITIES

**Question:** What types of new market opportunities could support this goal?

**Response:** Our organization may even be able to sustain its goal by \_\_\_\_\_

\_\_\_\_\_

